

What is claimed is:

- 1 1. A method for controlling offers that are provided at a point-of-sale terminal, comprising:
2 providing a plurality of offers at a point-of-sale terminal;
3 measuring a performance rate of each offer, thereby defining a plurality of performance
4 rates;
5 selecting a subset of offers based on at least one of the plurality of performance rates; and
6 providing the subset of offers at a point-of-sale terminal.
- 1 2. The method of claim 1, in which the step of providing a plurality of offers is performed
2 during a first time period; and in which the step of providing the subset of offers is performed
3 during a second time period which is subsequent to the first time period.
- 1 3. The method of claim 1, in which the step of providing a plurality of offers comprises:
2 providing an offer of the plurality of offers at each of a plurality of terminals.
- 1 4. The method of claim 1, further comprising:
2 measuring a performance rate of the subset; and
3 if the performance rate of the subset is less than a predetermined threshold,
4 providing the plurality of offers after the step of providing the subset of offers.
- 1 5. The method of claim 1, in which the step of selecting a subset of offers comprises:
2 selecting offers that have at least a predetermined performance rate.

1 6. The method of claim 1, in which the step of selecting a subset of offers comprises:
2 selecting a predetermined number of highest-performing offers.

1 7. An apparatus for controlling offers that are provided at a point-of-sale terminal,
2 comprising:

3 a storage device; and

4 a processor connected to the storage device,

5 the storage device storing a program for controlling the processor; and

6 the processor operative with the program to:

7 provide a plurality of offers at a point-of-sale terminal;

8 measure a performance rate of each offer, thereby defining a plurality of

9 performance rates;

10 select a subset of offers based on at least one of the plurality of performance rates;

11 and

12 provide the subset of offers at a point-of-sale terminal.

1 8. The apparatus of claim 7, in which the processor is further operative with the program to:

2 provide a plurality of offers during a first time period; and

3 provide the subset of offers during a second time period which is subsequent to

4 the first time period.

1 9. The apparatus of claim 7, in which the processor is further operative with the program to

2 provide an offer of the plurality of offers at each of a plurality of terminals.

1 10. The apparatus of claim 7, in which the processor is further operative with the program to:
2 measure a performance rate of the subset; and
3 if the performance rate of the subset is less than a predetermined threshold,
4 provide the plurality of offers after a provision of the subset of offers.

1 11. The apparatus of claim 7, in which the processor is further operative with the program to
2 select offers that have at least a predetermined performance rate.

1 12. The method of claim 7, in which the processor is further operative with the program to
2 select a predetermined number of highest-performing offers.

1 13. A method for controlling offers that are provided at a point-of-sale terminal, comprising:
2 providing a first offer at a point-of-sale terminal;
3 measuring a performance rate of the first offer; and
4 if the performance rate of the first offer is below a predetermined threshold,
5 providing a second offer at a point-of-sale terminal.

1 14. An apparatus for controlling offers that are provided at a point-of-sale terminal,
2 comprising:
3 a storage device; and
4 a processor connected to the storage device,
5 the storage device storing a program for controlling the processor; and
6 the processor operative with the program to:

7 provide a first offer at a point-of-sale terminal;
8 measure a performance rate of the first offer; and
9 if the performance rate of the first offer is below a predetermined threshold,
10 provide a second offer at a point-of-sale terminal.

1 15. A method for controlling offers that are provided at a point-of-sale terminal, comprising:
2 providing a first offer at a first point-of-sale terminal;
3 providing a second offer at a second point-of-sale terminal;
4 measuring a performance rate of the first offer;
5 measuring a performance rate of the second offer; and
6 if the performance rate of the second offer is less than the performance rate of the first
7 offer,
8 providing the first offer at the second point-of-sale terminal.

1 16. An apparatus for controlling offers that are provided at a point-of-sale terminal,
2 comprising:
3 a storage device; and
4 a processor connected to the storage device,
5 the storage device storing a program for controlling the processor; and
6 the processor operative with the program to:
7 provide a first offer at a first point-of-sale terminal;
8 provide a second offer at a second point-of-sale terminal;
9 measure a performance rate of the first offer;

10 measure a performance rate of the second offer; and
11 if the performance rate of the second offer is less than the performance rate of the first
12 offer,
13 provide the first offer at the second point-of-sale terminal.

1 17. A method for controlling offers that are provided at a point-of-sale terminal, comprising :
2 for each of a plurality of purchases,
3 determining an upsell in dependence on the purchase,
4 determining an upsell price, each upsell price being based on a purchase, and
5 offering to exchange the upsell price for the upsell;
6 measuring a performance rate of each upsell, thereby defining a plurality of performance
7 rates;
8 selecting a subset of upsells based on at least one of the plurality of performance rates;
9 and
10 providing the subset of upsells at a point-of-sale terminal.

1 18. An apparatus for controlling offers that are provided at a point-of-sale terminal,
2 comprising:
3 a storage device; and
4 a processor connected to the storage device,
5 the storage device storing a program for controlling the processor; and
6 the processor operative with the program to, for each of a plurality of purchases:
7 determine an upsell in dependence on the purchase,

8 determine an upsell price, each upsell price being based on a purchase, and
9 offer to exchange the upsell price for the upsell;
10 measure a performance rate of each upsell, thereby defining a plurality of
11 performance rates;
12 select a subset of upsells based on at least one of the plurality of performance
13 rates; and
14 provide the subset of upsells at a point-of-sale terminal.
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